



Nature's Ultimate
Moisturiser



The Discovery of Jojoba Oil

Jojoba (pronounced ho-ho-ba) is a native plant of Mexico. Its seeds can produce oil which is extremely nourishing to the human skin and hair. Hence, it is known as a "magic shrub".

Three centuries ago, an American traveller discovered that the native Indians in the South America deserts had hair which was remarkably shiny, smooth and soft despite living under the scorching sun. Later, he found out that their secret was actually jojoba oil. In fact, since 4,000 years ago, the American Indians have begun to use the natural oil pressed from jojoba seeds on their faces and hair to counteract the drying effects of the desert sun. They also use the oil to treat cuts, sores, bruises and so forth.

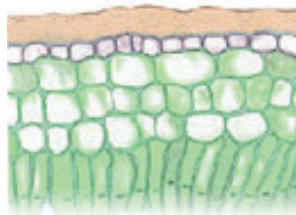
Upon this discovery, manufacturers in Europe, the United States, Japan and other countries have begun incorporating jojoba oil into cosmetics and skin care products to enhance their effectiveness. For more than three decades, countless results have proven the efficacy of jojoba oil. Jojoba oil has therefore been recognised as the safest and most effective skin remedy by the medical and beauty industries.



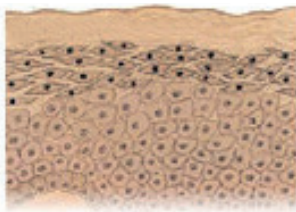
Jojoba Oil : The Wonder Oil

Do you know that jojoba shrubs have gender differences? There are male and female shrubs; and only the female shrub can produce fruits and seeds. However, out of every 10 shrubs only four are female. Each jojoba shrub needs approximately 15 years to reach full maturity and begin producing fruits. This makes the jojoba fruit extremely precious.

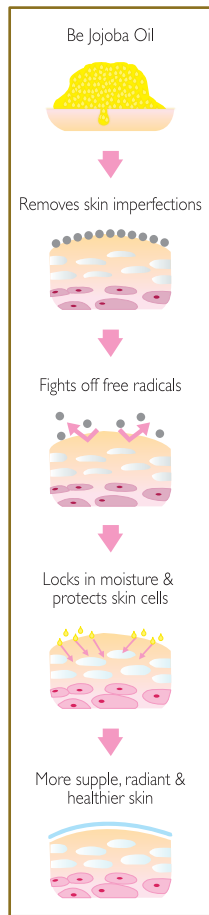
Despite its name, jojoba oil is not really an 'oil', but a 'liquid wax'. Scientists have discovered that jojoba oil is a golden liquid wax ester which can prevent excess evaporation of the skin's moisture. Jojoba wax ester is extremely stable. It will not decompose upon exposure to strong light or heat, oxidise or turn rancid easily. More importantly, the molecular structure of jojoba oil is very similar to human sebum (the skin's own moisturiser). Upon application to the skin, it is immediately absorbed, leaving a smooth, pleasant feel. It is non-comedogenic (does not clog pores), non-greasy, hypoallergenic and suitable for all skin types.



Molecular structure of jojoba oil



Structure of human sebum



Nourishing Nutrients from Nature

Be Jojoba Oil is made from the highest quality, first cold pressed virgin oil which is 100% pure and free from any impurities, added preservatives, colours and flavours. The most valuable primitive nutrients of the jojoba seed are retained. It appears as a clear golden liquid with a pleasant, mild nutty aroma.

Supported by over 30 years of research, Be Jojoba Oil is proven to contain various essential nutrients for the skin, including vitamin A, C, E, amino acids, minerals and antioxidants. Applied to the skin, Be Jojoba Oil forms a layer of natural protective film which protects the skin against strong ultraviolet rays and free radicals. It effectively penetrates into the deepest layer of the skin, restores the skin's natural pH balance and oil secretion, locks in moisture and delays ageing, resulting in firmer, supple, smoother and younger skin.

Besides, this nutrient-dense oil is effective in treating pimples, acnes, dermatitis, psoriasis, eczema and other skin diseases. It also promotes healthy growth of nail and prevents hair loss and split ends. Massaging the body with Be Jojoba Oil is able to relieve muscle aches and activate the body's metabolism, caring of the body thoroughly from head to toe.

9 Miracle Effects

Be Jojoba Oil is nature's most precious gift to human skin due to its amazing benefits:

- Moisturises and repairs the skin, lips, hair and nails
- Smoothes fine lines, wrinkles and uneven skin texture
- Nourishes the skin around the eyes, reduces dark under-eye circles and eye bags
- Lightens scars, pimple marks and stretch marks
- Restores rosy nipples and skin complexion
- Whitens the skin and prevents premature ageing; reduces pigmentation and freckles
- Restores healthy glow of skin, hair and nails
- Protects against UV and free radical damage
- Aids in recovery from skin allergies and promotes wound healing



Dark spots



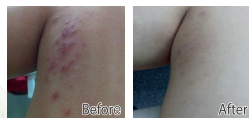
Acne scars and uneven texture



Scar



Allergic rash



Stretch marks



Burn & Inflammation



Psoriasis



** Jojoba oil is extensively used as soothing oil for third degree burns in major hospitals in Australia.*



Various Uses

With both skin-friendly and hydrophilic properties, Be Jojoba Oil is undoubtedly the ideal moisturiser and skincare for the whole body. Apply and pat lightly on the face or body when using it as massage oil. It can also be combined with the items below for various other purposes:

Essential oils Dilutes and enhances penetration of essential oils.

Lotions Combine with lotion and use as day cream, night cream, sunscreen, moisturiser, shower gel, body lotion, and etc. to optimise nutrient absorption and protect the skin. Especially suitable for dry and itchy skin.

Hair products Prevent breakage, split ends and dry hair due to sun exposure. Leaves hair softer and regains vitality and shine. Pour a little on the palm, rub the hands together and apply onto the ends of the hair to manage split ends, messy or curly hair.

Makeup removal Use directly or with any makeup removal to remove waterproof makeup or smudges while moisturising the skin.

Shaving creams Eases the shaving process while preventing skin irritation and ingrown hair.



Pour a little Be Jojoba Oil on to your palm



Add some clean water



Gently tap on skin



These steps help to enhance the penetration and absorption of the nutrients of Be Jojoba Oil

Total Protection for the Whole Family

Pamper Every Inch of the Skin with Be Jojoba Oil

According to scientists, the depletion of the ozone layer has caused intense ultraviolet (UV) rays to penetrate the earth directly, thus causing various chronic skin problems. Pour a little Be Jojoba Oil on your palm and gently pat onto wet skin after shower every day to protect your skin from UV damage.

Dermatological Test Result

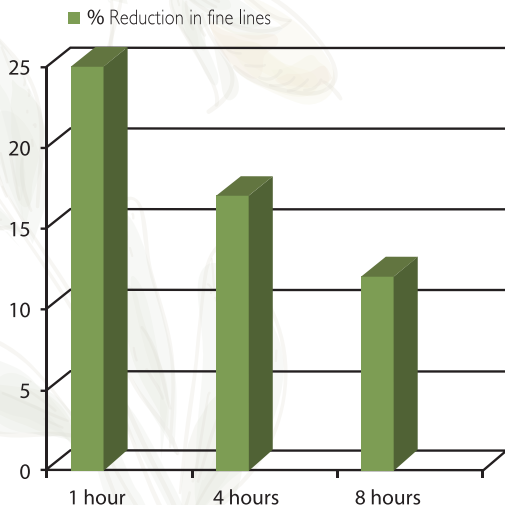
In the dermatological test done by Christensen and Packman, it was shown that jojoba oil increases skin suppleness by 45%, and after 8 hours, the effect was still present. ❶

It was also found that jojoba oil creates soft and smooth skin, thus reducing fine lines (as shown in graphic).

Besides, Jojoba oil possesses great anti-bacterial properties. Tests at Michigan University showed that five of the most common skin bacteria plus certain skin fungi could not survive in jojoba oil.

❶ Christensen, M.S. and E.W. Packman, Skin Surface Softening Effects of Jojoba and Its Derivatives, Proceedings from the Seventh International Conference on Jojoba and Its Uses, American Oil Chemists' Society, Champaign, IL, 1988.

Updated: 01/2011



Accreditation

Be Jojoba Oil has received various international certifications as shown below:



Certificate of
No GMO Product



No CMR Statement



Certificate of Absence
of Nanomaterial



Absence of
Contaminants Statement



Certificate of Composition
100% Pure & Natural Vegetable Oil




Ecocert Certificate for Natural &
Organic Cosmetics



BabyTalk Readers' Choice Awards 2014

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100% Natural



Locks in Moisture



Blocks UV Rays



Non-comedogenic